



NSSA/NSCA TARGET TALK CLUB ADVERTISING

NSSA/NSCA **Target Talk**, the weekly e-newsletter for Skeet and Sporting Clays shooters, communicates news, information, and interactive opportunities. NSSA and NSCA members read Target Talk to learn about shoots, events, results, association programs, shooting tips and more. Target Talk is also available free to non-member shooters who wish to subscribe.

TARGET TALK CLUB AD SIZES/SPECS

Ads must have either a colored background or border.

Sidebar Square

1 Week = \$75

4 Weeks = \$245

Dimensions: 160 x 160 pixels

File Format: JPG, PNG or GIF with no more than two panels

Resolution: 72 dpi

Link(s) to club website, registration or flyer

Club Shoot Listing

1 Week = \$50

4 Weeks = \$150

Text ad only. One line of shoot name, plus two lines of text to include date, club name, location and other information as space permits. Link(s) to club website, registration, or flyer. Provided information will be edited for space.

Double-Stacked Sidebar Square

1 Week = \$115

4 Weeks = \$365

13 Weeks = \$1125

Dimensions: 160 x 320 pixels

File Format: JPG, PNG or GIF with no more than two panels

Resolution: 72 dpi

Feature Shoots

NSSA Big Blast Shoots (200+ entries prior year), NSCA Mega Blast Shoots (300+ entries prior year), and NSSA Top 100 Shoots qualify to receive a one-time write-up in Target Talk at no charge. This can include a few paragraphs about the shoot, along with a live link to a website or registration form. Material for Feature Shoots must be received 3 weeks prior to Target Talk date.

DEADLINES

All ads due noon on Thursday for the following week's Target Talk.



Top Banner

Sidebar
Double-Stack

82nd World Skeet Championships Underway

The 82nd annual World Skeet Championships are officially underway at the National Shooting Complex in San Antonio, with the Mini World concluding on Sunday. Shooters are competing in the Wayne Mayes Championship on Monday, followed by the main event starting with Doubles on Tuesday. World Champions will be awarded nightly, with the HOA World Championship being determined Saturday. Other activities throughout the week include the Hall of Fame banquet, Board of Directors meeting, annual members meeting, a reception for first-time participants, a shooters' party for all participants, and much more. Keep up with scores and event details on our [World Shoot page](#) and find photos on our [Facebook page](#).

Watch World Shoot-offs Live on Facebook

This week during the World Shoot, we will be livestreaming nightly shoot-offs on our [Facebook page](#), so even if you can't be there, you can see what you're missing! Since shoot-off times vary, we won't be able to give an exact time, but each day we'll try to give viewers a heads-up when the time is getting close. Be sure to like us on Facebook, then watch for our livestream and share it with your friends! [Go to our Facebook page](#).

Clubs: Renew Membership, Register 2018 Shoots

Clubs should renew their memberships and register 2018 shoots soon to take advantage of two opportunities: those who renew by November 1 will be entered into our Club Membership Renewal drawing, and shoots registered by November 30 will be listed in the February 2018 issue of *Clay Target Nation* magazine. To have your shoots listed, you must complete your membership renewal and an NSSA Registered Shoot Application and submit it to your state/ provincial association for approval. [See the details](#).

Hartmann's Hints: Henry Ford

What are you doing to improve your game?

Many years ago, Henry Ford was quoted as saying, "Obstacles are those frightful things you see when you take your eyes off your goal."

[Read NSSA Master Instructor Barry Hartmann's advice.](#)

Class Champs Earn Commemorative Guns

Class champions for each gun event at the 2017 World Skeet Championships will be awarded a custom-engraved commemorative Remington 1100 shotgun as part of their award package. The beautiful guns will match the gauge of the event won and will have select, high-gloss wood engraved with this year's event logo. This is an exciting opportunity for shooters of all levels to win a classic shotgun at a world event!

Do You Have Skeet Rules Questions?

Have you had a question about a referee's call or an interesting situation you've observed at a skeet shoot? If so, the NSSA Rules Committee would like to hear from you. Each month, the Rules Committee answers members' questions about skeet in its "What's Your Call?" column in *Clay Target Nation*. Send your questions to the Rules Committee at nssa-rules@nssa-nsc.com.

Club Shoot Listing

Sidebar Square

OFFICIAL MAGAZINE OF THE NSSA AND NSCA

CLAY TARGET NATION

2018 CLUB MEDIA KIT

About Clay Target Nation

Reach the most active clay target shooters in the world through *Clay Target Nation*, the official publication of the National Skeet Shooting Association (NSSA) and National Sporting Clays Association (NSCA).

Clay Target Nation is delivered monthly to each of the 40,000 members of the NSSA and NSCA.

The Skeet and Sporting Clays markets have been combined into one magazine so you can promote your products, services, and club shoot information to both of these important clay target shooting audiences with one advertising schedule.

NSSA/NSCA Members are:

ACTIVE

They shoot more clay targets than any group in the world and enjoy an active outdoor lifestyle, also participating in such activities as hunting, fishing, and golf.

AFFLUENT

Our members have the discretionary income that allows them to buy shooting/outdoor equipment for their sports, travel to events, and participate frequently.

DEDICATED

Skeet and sporting clays tend to be lifelong sports that enthusiasts can enjoy at any age. Half of our members have invested in Life Membership.

FOR ADVERTISING SALES

PLEASE CONTACT

KRIS HAMPTON-SALES MANAGER

p: 210-771-2051

f: 210-855-4494

e: kris@synergymanda.com

Ad Production Specs Note:

**All fractional ads are non-bleed.*

| | | |
|----------------------|-------------|-----------------|
| Full Page: | Bleed Size: | 8.375" x 11" |
| | Trim Size: | 8.125" x 10.75" |
| | Live Area: | 7.625" x 10.25" |
| 1/2 Horizontal Page: | | 7" x 4.65" |
| 1/2 Vertical Page: | | 3.4375" x 9.5" |
| 1/4 Vertical Page: | | 3.4375" x 4.65" |

Preferred Formats

GVM requires ads to be sent as a high-resolution (300 dpi) PDF. (In Acrobat, save as press-quality PDF; in other programs, set the resolution at 300 dpi.)

If you have any questions about acceptable formats.

Please contact Kris Hampton, kris@synergymanda.com.

Space & Material Deadlines

| Issue | Space Deadline | Art Deadline |
|-----------|----------------|----------------|
| January | Nov 10, 2017 | Nov15, 2017 |
| February | Dec 7, 2017 | Dec 13, 2017 |
| March | Jan 9, 2018 | Jan 12, 2018 |
| April | Feb 9, 2018 | Feb 14, 2018 |
| May | March 9, 2018 | March 16, 2018 |
| June | April 6, 2018 | April 13, 2018 |
| July | May 10, 2018 | May 16, 2018 |
| August | June 8, 2018 | June 14, 2018 |
| September | July 10, 2018 | July 13, 2018 |
| October | Aug 9, 2018 | Aug 14, 2018 |
| November | Sept 22, 2018 | Sept 28, 2018 |
| December | Oct 18, 2018 | Oct24, 2018 |

Clay Target Nation Rate Card

**All CTN ads are in full color.*

| | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| Open Rate | \$1,262 | \$757 | \$505 |

**Months 2+, same artwork ads available for 50% discount.*